



CUSTOMER CASE STUDY / LIVE ACTIVATIONS AND SMS REWARDS

T-Mobile's Network Throwdown connects fans with rewards by text

Sparks used TruCentive to send \$270 Visa gift card rewards by SMS for T-Mobile's Network Throwdown. Mobile delivery linked the live activation to a reward experience participants could access on their phones.

THE OPPORTUNITY

Reward participation in a live challenge

Sparks brought T-Mobile's network challenge to the NFL Draft in Kansas City. Fans compared speeds using a custom app, with a football-themed booth and rides in branded Ford Expeditions creating the live experience.

THE APPROACH

Put reward access on participants' phones

TruCentive delivered the promotion's \$270 Visa rewards by SMS to the recipients designated by the program. This brought fulfillment to a familiar mobile channel that complemented the live network challenge.

For an activation centered on mobile network performance, delivery by text fit the experience. The reward continued the interaction beyond the test, giving recipients a practical way to access their incentive.

THE EXPERIENCE

Support the experience through fulfillment

Sparks reports that T-Mobile won 73% of the activation's network tests. Alongside that live demonstration, TruCentive handled SMS reward delivery, linking the campaign's incentive to the participant's phone.



From activation to incentive

\$270 Visa reward

A tangible incentive for participation.

SMS delivery

Reward access by text message.

Live activation support

Connect participation with fulfillment.

Bring the reward into the participant's experience.

Deliver event rewards by text with TruCentive.